

# ANNUAL PUBLIC FILE REPORT

## December 2009 – November 2010

### KDEN-TV, Telemundo Denver

1. List all full-time job vacancies filled by any station covered by this report during the past year:

Station Manager (1)  
Account Executive (3)

2. For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Form attached.
3. In total, how many interviewees did the station interview for all the full-time job vacancies identified in response to Question 1?  
Twelve
4. In total, how many persons interviewed by the station for any of the above-listed job vacancies were referred to the station from each of the recruitment sources used by the station?

<b>Name of Recruitment Source</b>	<b>Total Number of Interviewees Referred During Year</b>
Career Opportunity System - (internal recruiting)	3
NBCUNICAREERS.com	8
Yoh/Daily Hire - current temp pool	0
Foundation for Minority Interest in Media, Inc	0
GE African American Forum	0
GE Hispanic Forum	0
GE National Asian Pacific American Forum	0
GE Womens Network	0
GE Veterans Network	0
Medill School of Journalism	0
Out@NBC- National GLBT Pride	0
National Lesbian & Gay Journalist Association	0
Talent Agent	0
Business or Employee Referral	1

5. Please summarize the station's (or station group's) broad outreach initiatives during the past year. Please identify each initiative in which the station substantially participated, the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative, and a short summary of the nature and extent of the station's participation in each initiative.

## **JOB FAIR PARTICIPATION**

KDEN-TV regularly participates in community and minority job fairs and events. Representatives of KDEN-TV participated in a number of job fairs during the reporting period. Also, Human Resources management members from NBCU and Telemundo represented KDEN-TV at a number of job fairs in other regions.

- Florida International University Career Fair – September 21-23, 2009 – Javier Ortiz, Director, Organization & Staffing Telemundo & Eugenia Perez, Human Resources Specialist Telemundo \_\_\_\_\_
- Imagen Foundation entertainment Industry Career Fair – March 27, 2010 – Enrique Caballero, Vice-President, Human Resources, NBC Local Media
- National Association of Hispanic Journalists (NAHJ) conference June 24-27, 2010 - Chris Peña, Assistant News Director, WMAQ-TV and Judy Betro, Director, Human Resources in San Francisco Local Media
- National Association of Black Journalists (NABJ). Conference August 3-7, 2011 Enrique Caballero, Vice-President, Human Resources, NBC Local Media
- SHHRP/UC Denver Opportunity Fair. Job Fair October 21, 2010- Adriana Muro, Marketing and Events Coordinator, Nora Grisanti, Office Manager, Shadana Dickerson, Account Manager, Steve Downing, Account Manager, Andres Chaparro, Station Manager

## **TRAINING PROGRAM**

A number of KDEN-TV employees were able to attend different training classes, seminars during this 12 months period. The different training opportunities are listed here:

- GE Work Life Connections seminar held for KDEN-TV employees: Letting Go of Worry and Anxiety – 10/2/2009.
- GE Work Life Connections seminar held for KDEN-TV employees: Building Better Relationships – 3/26/2010.
- Company-wide GE training via myLearning.com, which is an online portal for all employees. KDEN-TV employees participated in training such as “Spirit and Letter” a course encompassing issues related to integrity, EEO training, Compliance Standards and Environmental Health and Safety.

- CPR and AED Heart Saver Training held for KDEN-TV employees on 8/7/2009.
- VP, Human Resources offered a Lunch & Learn seminar for staff on May 17, 2010. All employees were invited to attend.
- GE Work Life Connections seminars held for KDEN-TV employees: Resiliency, Getting Back Up – March 26, 2010
- CPR and AED Heart Saver Training held for KDEN-TV employees on August 9, 2010
- GE Work Life Connections seminars held for KDEN-TV employees: December 1, 2010 Conquering Holiday Stress. All employees were invited to attend.

## **INTERNSHIP PROGRAM**

As in previous years, KDEN-TV will have an internship program during the summer session of 2010. Students from local Universities / Colleges who are pursuing degrees within Communications, TV Industry, and or Sales/Marketing are encouraged to participate in KDEN-TV's Internship Program.

## **COMMUNITY INVOLVEMENT AND EMPLOYMENT OUTREACH**

KDEN-TV continues to be deeply involved in its community of license and the surrounding area, which also extends KDEN-TV's outreach efforts. KDEN-TV has participated in the following community events.

- El Clon Launch at Fairview Concert Series – February 26, 2010
- Copa Bicentenario – June 5, 2010
- Denver Hispanic Chamber of Commerce Business Luncheon – March 17, 2010
- Consulado Movil de El Salvador en Denver – July 30, 31 and August 1, 2010
- Peoria Elementary School Cuida Lo Verde Presentation – April 13, 2010
- Festival de Cinco de Mayo Iglesia de la Ascension – May 1 – 2, 2010
- Las Madrinas de Centro San Juan Diego – May 15, 2010
- Kermes de Nuestra Señora Madre de la Iglesia – May 29, 2010
- Bazaar Ascension – June 18 – 20, 2010
- Festival Centro Americano – August 22, 2010
- Back to School – August 8, 2010
- Lanzamiento de Seguro Popular presentacion de El Consulado de Mexico en Denver - July 7, 2010
- Taste of Puerto Rico Puerto Rico – June 12 - 13, 2010
- Carnaval de Manuel Molina – June 26, 2010
- Summer of Reading – May through August 2010
- Dra. Polo en Avanza Supermarket – September 17, 2010
- Festival del Bicentenario en Iglesia Ascension – September 18 – 19, 2010

- Consulado Movil de El Salvador en Denver – December 3 – 5, 2010
- Jugueton en Centro San Juan Diego – December 11, 2010
- Maquina de Dinero en Avanza Supermarket – December 12, 2010

Additionally, KDEN-TV continues to air sixty-second Public Service Announcements (PSAs) on a weekly basis on “Community Calendars” providing information on job fairs and agencies seeking bilingual staff within the Denver region.

**NO JOBS WERE POSTED OR FILLED  
 DURING REPORTING PERIOD**

**JOB VACANCY RECRUITMENT SOURCE DATA FORM**

Station: KDEN-TV  
 Job Title: Account Executive  
 Date Job Filled: 1/4/10  
 Recruitment Source  
 That Referred  
 Ultimate Hire: COS, NBCUNICAREERS.COM  
 Total # of interviewees: 2

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this Source Requested Notices?
COS	N/A	N/A	N/A	N/A
NBCUNICAREERS.COM	N/A	N/A	N/A	N/A

**NO JOBS WERE POSTED OR FILLED  
 DURING REPORTING PERIOD**

**JOB VACANCY RECRUITMENT SOURCE DATA FORM**

Station: KDEN-TV  


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 Job Title: Account Executive  


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 Date Job Filled: 4/26/10  


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 Recruitment Source  
 That Referred  
 Ultimate Hire: COS, NBCUNICAREERS.COM  


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 Total # of interviewees: 2

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this Source Requested Notices?
COS	N/A	N/A	N/A	N/A
NBCUNICAREERS.COM	N/A	N/A	N/A	N/A

**NO JOBS WERE POSTED OR FILLED  
 DURING REPORTING PERIOD**

**JOB VACANCY RECRUITMENT SOURCE DATA FORM**

Station: KDEN-TV  
 Job Title: Account Executive  
 Date Job Filled: 7/26/10  
 Recruitment Source  
 That Referred  
 Ultimate Hire: COS, NBCUNICAREERS.COM  
 Total # of interviewees: 2

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this Source Requested Notices?
COS	N/A	N/A	N/A	N/A
NBCUNICAREERS.COM	N/A	N/A	N/A	N/A

**NO JOBS WERE POSTED OR FILLED  
DURING REPORTING PERIOD**
  
**JOB VACANCY RECRUITMENT SOURCE DATA FORM**

Station: KDEN-TV  
 Job Title: Station Manager/Sales Leader  
 Date Job Filled: 8/23/10  
 Recruitment Source  
 That Referred  
 Ultimate Hire: Internal, COS, NBCUNICAREERS.COM  
 Total # of interviewees: 6

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this Source Requested Notices?
COS	N/A	N/A	N/A	N/A
NBCUNICAREERS.COM	N/A	N/A	N/A	N/A



**FCC FORM 396  
EXHIBIT 2  
EEO ANNUAL PUBLIC FILE REPORT FOR  
2009-2010**

**EMPLOYMENT UNIT FOR  
TELEMUNDO DENVER LICENSE LLC  
STATION KDEN-TV  
Aurora, Colorado  
FACILITY ID NO. 38375**

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